CAMPAIGN 2030
A GREATER VERSION FOR TOMORROW

PHI DELTA THETA Foundation
Since the founding of Phi Delta Theta December 1848, our Fraternity has grown and developed into one of the leading fraternal organizations in America. Many factors have contributed to the success of Phi Delta Theta including:

- Cardinal Principles: Friendship, Sound Learning, and Rectitude
- Focus on leadership
- Commitment to helping all Phi Delts realize the greatest version of themselves
- Brotherhood of outstanding men of accomplishment
- Dedicated and effective leadership throughout Phi Delta Theta: General Headquarters, General Council, Foundation Trustees, Province Presidents, chapter advisers, and other volunteers

Today, Phi Delta Theta is in a very strong position. There are more than 200 chapters and emerging chapters, and over 180,000 living alumni. We are a large group with an international presence and a reputation for doing things right. Given all this—where are we headed?

A new strategic plan, Phi Delt 2030, has been implemented. This plan is a road map for the future, which is based on significant growth, more intense focus on leadership, greater impact on the well-being of every brother, and lifelong connection to the Fraternity for all Phi Delts. The plan is ambitious and will allow Phi Delta Theta to make a real difference in the lives of our members and indeed, all of society.

Critical to Phi Delt 2030 is a new capital campaign: Campaign 2030: A Greater Version for Tomorrow. The new fundraising effort laid out in these pages focuses on establishing the largest foundation endowment in the industry by 2030. Establishing a comprehensive ten-year goal of $30 million ensures the aspirations set forth in the strategic plan will be achieved. Part of Phi Delt 2030 also includes an overarching objective that embodies a Dedication of Excellence. A primary goal of both Phi Delt 2030 and Campaign 2030 is for Phi Delta Theta to be recognized as the best leadership fraternity.

Every Phi Delt has a responsibility to ensure the success of our Fraternity. Campaign 2030: A Greater Version for Tomorrow will allow all Phi Delts to directly participate in helping our Fraternity reach its goals. Campaign 2030 will forever change Phi Delta Theta in a very positive way by providing a platform for leadership and moral responsibility that will benefit all of society, not just our members. This is a noble undertaking and together we can make it a reality.

Our brotherhood is strong. Phi Delta Theta is headed in the right direction: onward and upward.

Yours in the Bond,

Kenneth M. Jastrow II, UT Austin ’69
Chairman

Michael J. Fimiani, South Florida ’89
Vice Chairman

“Campaign 2030 will forever change Phi Delta Theta in a very positive way by providing a platform for leadership and moral responsibility that will benefit all of society, not just our members.”
—Kenneth M. Jastrow II
W hen I was initiated into Phi Delta Theta over twenty years ago, I was proud to be a Phi and to be associated with my chapter, its brothers, and their accomplishments. What I didn’t know is that I had just signed on for an experience that would be a game changer for my personal and professional development, and that I had joined a truly incredible organization. This same realization that I had as an undergraduate, alumnus, and staff member is the most common tale I hear on the road when visiting with our chapters and alumni clubs. To many brothers, Phi Delta Theta is the most important step on their leadership journey. And to many more we share an immense pride in the fact that Phi Delta Theta is synonymous with bold leadership and innovative thinking for such bold decisions as alcohol-free housing and the implementation of Phi Delt 2020, the Fraternity’s first ten-year strategic plan.

 Phi Delt 2030 faces one of the most trying times for fraternities and higher education and a time where leadership is needed in our country. I’m confident there is no better organization than Phi Delta Theta prepared to face this challenge, innovate, and lead.

As the Fraternity’s newest chief executive, I am proud to introduce you to Campaign 2030: A Greater Version for Tomorrow. This will be the financial vehicle that will allow us to actualize our strategic plan, Phi Delt 2030, and cement our place as the premier fraternal leadership society. We will do this by providing you the opportunity to endow and provide innovative support of Phi Delta Theta programming that develops its members and promotes healthy and safe behavior. Your support will ensure the success of the Fraternity.

Our goal is to truly make good men great as we guide our young Phis to become men of character on their way to a purposeful life. You and I both know that the Phi Delt experience has always helped men exceed their individual potential and now it’s our turn to not only keep that going, but also to ensure that our value proposition continues to evolve and be attractive to the next generation of Phis into 2030 and beyond through this campaign.

I thank you in advance for your participation and leadership in supporting Phi Delta Theta.

Yours in the Bond,

Sean S. Wagner, Widener ’02

“Our goal is to truly make good men great as we guide our young Phis to become men of character on their way to a purposeful life.”
—Sean S. Wagner
LEAD BOLDLY

PHI DELTA THETA IS LEADING BOLDLY. While other organizations are pressing pause, we are staying true to our history and commanding greatness. Our alumni, undergraduates, volunteers, and staff have led boldly since 1848. With your help, Phi Delta Theta will continue to be the premier fraternal leadership development society and to be recognized as such.

Our Fraternity programs and policies attract the best young men in North America.

We are leading with recruitment culture, professional readiness and success, life fulfillment, mental health, parent engagement, and volunteer development.

Whether they are engineers, congressmen, or CEOs, Phi Delta Theta alumni are the foremost leaders in their field. On their journey to become the greatest version of themselves, they utilize the tools learned to also lift others so that they too can reach their potential.
HOW DO WE LEAD BOLDLY?

The culture on college campuses is changing; not only for fraternities, but also in how students learn, when they are coming to campus, and their expectations of campus life. The priorities in the Phi Delt 2030 strategic plan are designed to ensure Phi Delta Theta rises to the challenges facing young men today.
CAMPAIGN 2030: A GREATER VERSION FOR TOMORROW

A campaign to be recognized as the premier fraternal leadership society

At the Phi Delta Theta Foundation, our mission is to serve as a vessel that enables Phis to fulfill their Phikeia Oath. As we join the Fraternity in the next phase for our organization, our goal is to ensure that the mission of the Fraternity is never deterred due to a lack of resources.

After two successful campaigns, The Living Bond and Building on the Bond, the Phi Delta Theta Foundation held $26 million in net assets that allow for educational grants and scholarships. Over the next decade, we will strategically build upon these campaigns to raise $30 million in the areas of member development, health and safety, and people support. We will achieve this by securing $12 million new major gift commitments, $9 million in Phi Delt Fund dollars, $5 million in innovation funds, and $4 million in realized Living Bond Society commitments.

“There is no better time than now to capitalize on the tremendous momentum we have achieved over the past decade. This campaign will help secure our continued success for decades to come.”

—Michael J. Fimiani

CAMPAIGN 2030 OUTCOMES
BECOME THE LARGEST FRATERNITY FOUNDATION
$30 MILLION RAISED

“I WILL STRIVE IN ALL WAYS TO TRANSMIT THE FRATERNITY TO THOSE WHO MAY FOLLOW AFTER, NOT ONLY NOT LESS, BUT GREATER THAN IT WAS TRANSMITTED TO ME.”—PHIKEIA OATH
A Greater Version for Tomorrow evolves a member development experience that promotes transformational leadership education

Our undergraduate members are at the core of our mission.

We’ve spent decades developing top educational resources to ensure that every man who joins Phi Delta Theta is provided with the opportunity to attain personal greatness. Through the member development initiative, all programs implemented will execute and promote transformational education that focuses on self-awareness, affirmation, motivation, and innovative leadership skills through on-demand technology and in-person program support for continued lifelong skill development and growth.

PERSONAL GROWTH
We’re innovating the way we provide our members with leadership development. While we know that our programs allow these young men to grow as leaders, how do we portray that to the world? We create programming that is both accredited by relevant third parties in the form of certifications and accredited coursework that can help them earn their degree.

PROFESSIONAL READINESS AND DEVELOPMENT
By joining Phi Delta Theta, our members will gain access to a strong network and mentors that provide a strategic edge needed for professional success. Members of Phi Delta Theta will be prepared to lead wherever they find themselves. We must create leaders who can understand diverse perspectives to make inclusive decisions. By 2030, each Phi Delta Theta chapter will have demographics that closely resemble their college or university. By expanding our members’ demographics, each member will find himself in a better position to serve his community, career, and family after college.

PERSONAL WELLNESS AND HEALTH
We haven’t lost sight of the fact that young men join fraternities because they are in search of a place of opportunity and belonging. A large part of creating a strong brotherhood among our members is cultivating their mental health to ensure they have the mental capacity to relate and connect with their brothers from all backgrounds. We will be persistent and intentional in our efforts to ensure all graduating Phis are prepared to enter a world and socialize with those around them.

“It’s our duty as collegiate men to see something we want to change and do everything in our power to make that change. I thank Phi Delt for giving me the opportunity to help those who need it and change something for the better of all.”
—Cole Fitch, Millersville ’21
Fraternities and college-aged youth currently share a common position: they are both facing an unprecedented university climate. While fraternities are fighting to remain relevant on college campuses by implementing new health and safety policies, Phi Delta Theta is coaching these organizations through the changes while still developing advanced practices to protect our members. Over the next decade we will double down on instilling a culture of group and individual health and well-being that is recognized and results in the safest fraternal organization in North America.

**COMPLIANCE**

We have a simple goal: to create a culture of risk prevention that results in a compliance rating that is industry leading. We have already begun to put the tools in place to do this with our bystander intervention education. A program that encourages our members to step in and have conversations that mitigate risk for their brothers, their chapter, and the Fraternity.

**HOUSING AND INSURANCE**

By 2030 we plan to have the lowest fraternity insurance cost annually. We will achieve this by implementing live-in leadership advisers, fire suppression systems and leak detection technology in every chapter house, while also establishing a program to retrofit social space into space that is conducive to education and leadership development, which is so frequently requested by our members.

**MENTAL HEALTH AND OUTREACH**

In the changing academic environment, mental health of members is an area that should be targeted by all fraternities. Here at Phi Delta Theta we are providing our members with resources and education that promote positive mental health. We also plan to become a resource for high school guidance counselors to help with men’s health in the transition from high school to college.

**SAFETY RECOGNITION**

We will be recognized in public forums as an organization with a primary focus on the health and safety of its members and host institutions. Phi Delta Theta is committed to stopping hazing, not only in our chapters but in every organization. We have partnered with the Max Gruver Foundation to educate high schoolers about the dangers of hazing. Our chapter members will lead courses in high schools across the country, educating young minds on how to be a part of the fight to end all hazing when they get to college.

“Phi Delt’s health and safety policies bring a sense of security to our chapter. We are not in the business of being a stereotypical ‘frat;’ we are in the business of helping every man that comes into our chapter become the greatest version of himself through leadership training, personal development, and brotherly support.”

—Jonathan Howard, West Liberty ’21
A Greater Version for Tomorrow
bolsters support for members, volunteers, staff members, and parents

Our mission is driven daily by a dedicated support team

By improving our recruitment culture and working on retaining our members, Phi Delta Theta is growing daily. Undergraduates are recruiting their classmates. Our volunteers are becoming more engaged with their chapters, alumni, and General Headquarters. Alumni clubs are working hard to connect with more Phis in their area. As this expansion happens, we recognize our need to create a volunteer and staff support model that prioritizes servant leadership and enables all chapters and members to achieve personal greatness that will further the Fraternity.

VOLUNTEER MOBILIZATION AND CONSTITUENT ENGAGEMENT

As our chapters grow and become more successful, they need highly skilled people to support them along the way. Our processes for recruiting, educating, retaining, and evaluating volunteers will be expanded in a way that best supports current volunteers and engages potential candidates to serve. We will also be further engaging parents, university administrators, and members of the media to join us in building a wider base of support for our members and help us tell our story.

INTERNAL TALENT

General Headquarters has consistently aimed to create a culture of high opportunity and optimal performance. As we move forward, we plan to adjust our structure to ensure acquisition, development, and retention of a committed and talented staff.

TECHNOLOGY AND DATA

In the new mobile age in which we live, Phi Delta Theta aims to feature a cutting edge, single-source, user-centered platform and solution that facilitates good contact information and best serves the needs of members, volunteers, and staff.

SCHOLARSHIPS

The Phi Delta Theta Foundation was founded with the mission of providing scholarships to support Phis in their educational endeavors. We’re still doing this today by awarding over $500,000 annually in scholarships and fellowships to deserving students. With the rising cost of education, we know that we must provide financial support to lower the barriers to membership for the changing demographics on college campuses. The first-generation college student new member scholarship provides greater access to Fraternity membership for students who previously may not have been able to join Phi Delta Theta. These scholarships provide resources to new members who deserve the Phi Delt experience but are statistically from lower socioeconomic backgrounds, so they can join Phi Delta Theta and become the greatest versions of themselves.

“I am a better man as a result of my Phi Delta Theta experience and enjoy spending my time helping enrich the next generation of Phis.”

—Volunteer Michael Ogg, Sonoma State University ’01
WHAT OUR DONORS ARE SAYING . . .

While each donor had their own journey to personal greatness after college, they had one thing in common: Phi Delta Theta provided them with the tools for success.

TED SCHMIDT, CU Boulder ’48
“The strategic plan Phi Delta Theta has in place is comprehensive, sound, and doable. It recognizes the challenges fraternities have and will solidify Phi Delta Theta’s future as the best fraternity at any college or university. It deserves support by all Phis. Plus for me, Phi Delt has been a part of my life for seventy-five years. My father and two brothers are also Phis. No other philanthropic organization can claim that advantage!”

BILL POSTON, Texas State ’88
“The Fraternity enables me to amplify the impact of my gift by using it to train others in leadership principles. I see the value of this effort extending well beyond the chapter and the university campus. I teach a leadership course to undergraduates that has included several fraternity officers over the years. I have seen many of them struggle to stand up for what they know is right. The Fraternity should be a place where young men can have a very good time without sacrificing their honor—or their futures. The program I am supporting includes education on principled leadership, bystander intervention and fraternal values. A culture of courage will allow for all the best parts of brotherhood while limiting the opportunities for bad behavior and moral cowardice that can ruin lives.”
MARK BRUEGGEMAN, Cincinnati '81
“Both Elizabeth and I joined Greek organizations in college and continue to benefit from those friendships to this day. We have been blessed with a successful business and loving family, and felt supporting this campaign was a way to give back to the Fraternity that gave me lifelong friendships, leadership opportunities, social, and academic support. In deciding which initiative to support we chose health and safety because we have three sons who dealt either personally or through their friends with the issues of alcoholism, drug addiction, depression, and suicide. The pressures on young people today are tremendous. Supporting A Greater Version for Tomorrow is our way of having a small part in helping current and future Phi Delt members lead healthy and productive lives.”

DON SCHENK, McDaniel '71
“For almost fifty years I have proudly worn my badge and discussed the benefits of membership in Phi Delta Theta with friends, family, and associates. This fraternity, and my fraternity experiences in college and throughout my career, proved to be instrumental in my having achieved some small level of success in the US Army and in business. I do not, however, consider my giving as ‘paying back’; instead it is ‘paying forward’ through investing in the future of those who will follow all of us.

Like so many others, I have a choice about where I devote my resources. For me, it’s a simple decision to give to the organization from which I continue to receive so much.

My focus on membership development reflects my strongly-held beliefs that Phi Delta Theta must continue to prioritize skill development of undergraduates to prepare every brother to make an immediate post-graduation contribution not only in his work life, but also in his community.”

PAUL TROUP, Purdue '63
“Like most Phis I have limited resources for philanthropic endeavors. Over the years I have been evolving a plan for allocating those resources between Purdue, Phi Delt at Purdue and the Phi Delta Theta Foundation. My experience with the undergraduate Phis at the last two General Conventions convinced me the Phi Delt focus on developing the individual to be his best is working. It is much easier to support a successful working thesis than wishful thinking and promises.”
YOUR PLACE IN A GREATER VERSION FOR TOMORROW

As you consider your role in Campaign 2030, please know that you can:

• Direct your gift to a particular area of the campaign or make an unrestricted gift to be used for the greatest area of need.
• Consider a larger impact by spreading your payments out over a period of five years, or contributing monthly.
• No matter what size gift you are considering, your contribution creates A Greater Version for Tomorrow for all Phis.

What will you say when they ask you why you chose to support A Greater Version for Tomorrow?

“TO DO WHAT OUGHT TO BE DONE, BUT WOULD NOT HAVE BEEN DONE UNLESS I DID IT, I THOUGHT TO BE MY DUTY.”
—ROBERT MORRISON
WAYS TO GIVE

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BY EMAIL:
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ONLINE:
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513.523.6966

TAX ID NUMBER:
34-6539803

OTHER:
Stocks
Recurring Gifts
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Memorial or Honorary Gift
Matching Gift